



May 02, 2016

Greenville County Council Finance Committee
 Greenville County Council
 301 University Ridge
 Greenville, SC 29601

Honorable Members of Council:

It is with a great sense of pride, dedication, commitment, and passion to our Hospitality Industry that the Accommodations Tax Advisory Committee submit our recommendations for the allocation of the 2016/2017 Accommodations Tax revenue. After three separate meetings and hours of discussion and consideration, we have developed a projected budget, interviewed 26 different applicants, and graded them based their ability to directly promote tourism and positively impact the quality of life in Greenville County.

The budget and amount of funding was based on the following:

Budget Plan	
Category	Estimated Subtotal
Projected Budget	\$1,000,000
Mandated:	
County	\$25,000
	\$975,000
County 5%	\$48,750
VGSC (CVB) 30%	\$292,500
	\$633,750
County Council Approved:	
Community Foundation	\$146,320
Recreation	\$50,000
	\$437,430
VGSC (CVB) 40%	\$174,972
Signature Event	\$50,000
Remaining for Grants	\$212,458
FY2015 Remaining Balance	\$0
Total Recommendation/ Projects	\$212,458

As directed in the Greenville County Accommodations Tax Policy and after consideration of the applications from those organizations staging major events and festivals, the Committee voted to recommend **Greater Greenville Scottish Games** the status of this year's signature event. This distinction was based on The Scottish Games direct impact on hotel occupancy of 800 room nights in the market and an economic impact of \$3.35M into Greenville County.

The remaining applicants were ranked with grades of A, B, C, and D according to Council guidelines. Those receiving a grade of C were allocated 10% of the remaining available funds, and 90% were awarded to the A's and B's based on need, tourism impact, and the amount requested. The following are our recommendations:

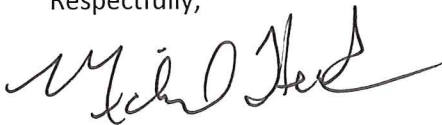
FY2016-2017 A-Tax Applicants/Project/Amount Requested				
Sponsoring Organization	Name of Project	Amount Requested	Grade	Committee Recommended Funding
American Society of Media Photographers, S. C. Chapter	Southeastern Film & Photo Conference	\$ 5,000.00	B	\$3,500.00
BMW Manufacturing's EURO Auto Festival	EURO Auto Festival 2016	\$ 5,000.00	B	\$1,000.00
Carolina Elite Soccer Academy	CESA Tournament Series	\$ 50,000.00	A	\$25,000.00
Read Up, Greenville	Read Up, Greenville: A New Young Adult/Middle Grades Library Festival	\$ 5,000.00	B	\$3,700.00
Discovery UpCountry Carolina Association	UpCountry Advertising and Marketing Campaign	\$ 25,000.00	A	\$25,000.00
Fall for Greenville, Inc.	Fall for Greenville - Promotional Campaign	\$ 10,000.00	C	\$5,000.00
Fresh Start SC d/b/a SaBaR Charities	Mountains to Main Street Triathlon and Race Festival ("M2M")	\$ 15,000.00	B	\$7,500.00
Greenville Center for Creative Arts	Greenville Center for Creative Arts Regional Marketing Plan	\$ 15,000.00	B	\$7,500.00
Greenville County	Swamp Rabbit Trail Extension - Phase 1: Poe Mill	\$ 30,000.00	D	
Greater Greenville Scottish Games	Galabrae (Greater Greenville Scottish Games)	\$ 85,000.00	B	SIGNATURE EVENT
Greenville Airport Commission	Additional Parking for Runway Park @ Downtown Greenville Airport	\$ 50,000.00	D	
Greenville Arts Festival d/b/a Artsphere	2017 Artsphere Festival Tourist Marketing Campaign	\$ 25,000.00	A	\$12,500.00
Greenville Chapter of the SC Restaurant and Lodging Association	Greenville Restaurant Week - Eat, Stay and Love Greenville	\$ 25,000.00	B	\$10,000.00
Greenville Chorale	2016-2017 Greenville Chorale Season Strategic Marketing	\$ 5,000.00	C	\$4,000.00
Greenville Little Theatre	Greenville Little Theatre 2016/2017 Season	\$ 10,000.00	C	\$4,000.00
Greenville Symphony	"Holiday at Peace" Pops Concerts	\$ 7,000.00	C	\$1,500.00
James F. Daniel, Jr., The American Legion Post 3	American Legion, Post 3, War Museum Enhancements	\$ 14,750.00	D	
Metropolitan Arts Council	Greenville Open Studios 2016	\$ 30,000.00	B	\$10,000.00
Notus Sports	2017 State Games of South Carolina	\$ 25,000.00	A	\$25,000.00
Roper Mountain Science Center Association	Butterfly Adventure	\$ 21,000.00	B	\$12,000.00
Slater-Marietta Lions Club	Slater-Marietta Moon Boom!	\$ 5,000.00	A	\$5,000.00
South Carolina Charities Inc.	Golf Channel Funding for the BMW Charity Pro-Am	\$ 50,000.00	D	
South Carolina Children's Theatre (SCCT)	2016-2017 Main Stage Season	\$ 4,000.00	C	\$4,000.00
South Carolina Football Hall of Fame, Inc.	2016-2017 SC Football Hall of Fame Golf & Gun Event, Induction	\$ 50,000.00	D	
Southern Goat Producers Association (SGPA)	Southeastern Goat & Sheep Symposium (SEGSS)	\$ 3,500.00	C	\$1,000.00
Special Olympics South Carolina	Special Olympics South Carolina Fall Games	\$ 12,500.00	A	\$12,500.00
The Children's Museum of the Upstate	Traveling and Special Exhibits and Related Marketing	\$ 30,000.00	B	\$15,000.00
Travelers Rest Farmers Market	Travelers Rest Farmers Market Marketing Campaign	\$ 22,000.00	C	\$1,758.00
UpCountry History Museum - Furman University	Hands-On-Harley-Davidson at the Upcountry History Museum	\$ 25,000.00	B	\$16,000.00
			\$ 659,750.00	\$212,458.00
Applications Received After the Deadline				
City of Fountain Inn	Younts Center for Performing Arts	\$ 15,000.00	D	
Total of all requests:				
		\$ 674,750.00		

The following comments were added for clarity:

- **Fresh Start Mountains for Main Street Triathlon** – first year and should repeat if successful
- **Greenville County Swamp Rabbit Trail Extension** – Should find funding from something other than A-Tax Grant
- **Greenville Airport Commission Runway Park** – Should not use A-Tax Funding for parking lot
- **MAC – Open Studios** – Grant will be used to market specific event, will not be re-distributed
- **Notus Sports State Games of SC** – will repeat every year if successful
- **SC Charities Golf Channel Funding** – application not completed and incomplete
- **Travelers Rest Farmers Market** – Did not show up for interview after RSVP'ing.
- **City of Fountain Inn** – Application submitted after deadline and did not show up for interview.

On behalf of the Advisory Committee, I would like to thank Council for the opportunity to serve on this important committee. It is out of passion and dedication to the hospitality industry that our committee committed our time and consideration to these recommendations. We appreciate the work of each applicant and consider each of them to be of value to Greenville County and its citizens. We understand that Council may have questions regarding these recommendations and welcome the opportunity to address them.

Respectfully,



Michael Heater, Chair
General Manager – Candlewood Suites

CC: Nadine Chasteen, Director, Procurement Services Division, County of Greenville

Committee Larry Bell - Hyatt, CVB Chair; Michael Heater, small hotel; B.J. Koonce, cultural organization; Joyce McCarrell, at large/restaurant; Penny Cooper, at large